



Double Up Food Bucks California

CDSS Fruit & Vegetable EBT Pilot Project Webinar | April 23, 2019



Ideas + Action
for a Better City

How it works

1



Use your CalFresh card to buy California grown fresh fruits and vegetables at a participating grocery store

2



For every \$1 you spend, earn \$1 FREE Double Up Food Bucks, up to \$10 per day

3

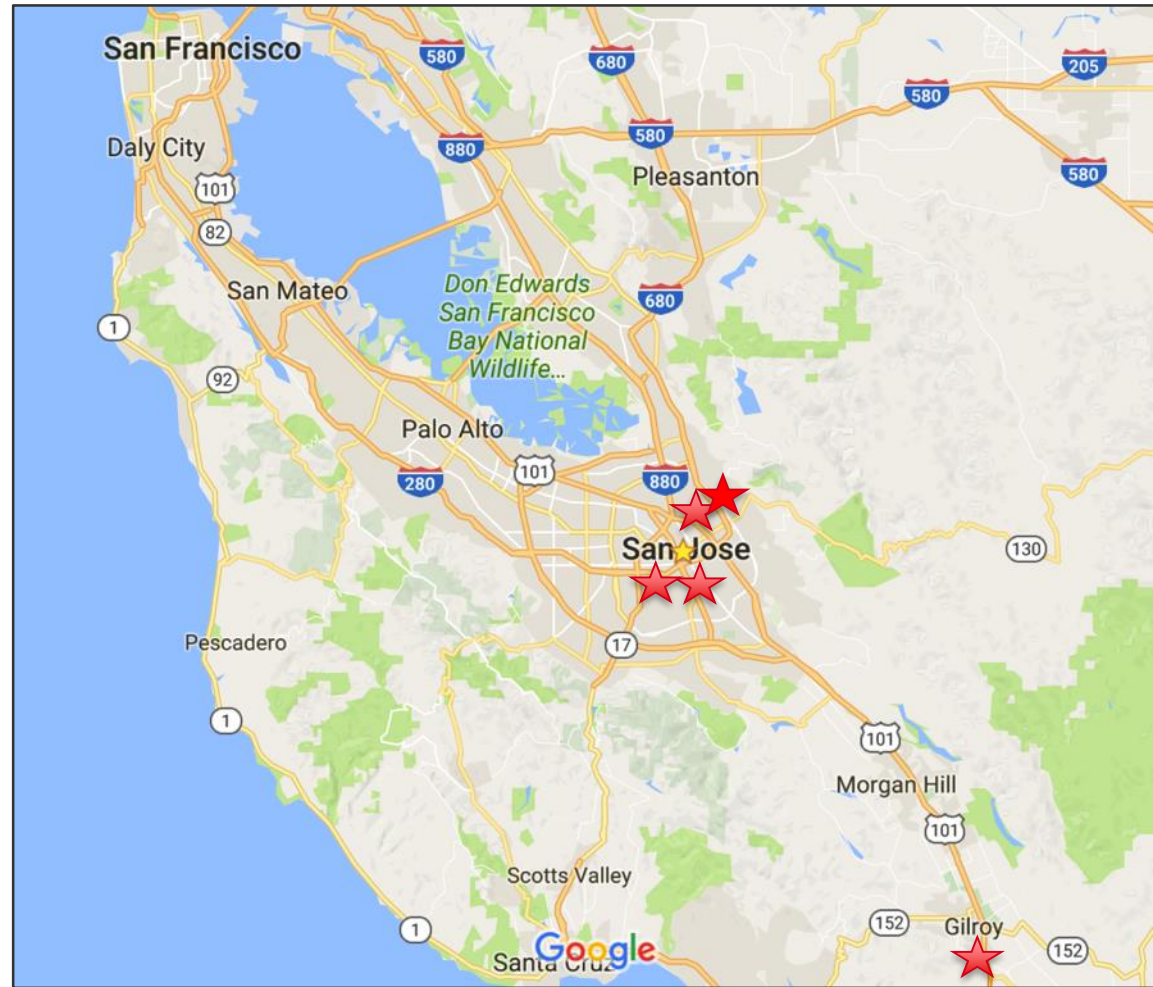


Spend your Double Up rewards on any fresh fruits or vegetables in the same store at any future shopping trip.

Double Up Food Bucks in Santa Clara County



Store Locations



Partners:



ESTE PRODUCTO



ES DE CALIFORNIA



**CALIFICA PARA
DOUBLE UP
FOOD BUCKS
CALIFORNIA**



BOK CHOY
30 1 LB
212
1.99
YOU PAY

ESTE PRODUCTO



ES DE CALIFORNIA



**CALIFICA PARA
DOUBLE UP
FOOD BUCKS
CALIFORNIA**



Identifying California-grown produce

Double Up coupon formats

Paper Coupons (current)

FOOD BOWL 99
supermarket
est. 1989

1625 McKee Rd, 95116 Tel: (408) 251-0354
8-8:30 Daily, 8p Sundays, 87p Holidays
We Accept WIC, EBT, & CHECK/ATM/CREDIT
10% REBATE on LQD/PWDR ENFAMIL FORMULA
Store:1

Cashier: Z MGR
02/04/17 11:48:51

10.30 lb @ 1 lb / .69
ORANGES (SEASONAL) 7.11
KODA SWEET RICE 10LB 12.49 F
DOUBLEBUCKS CUSTOMER .00 F
#www.DoubleUpCa.org# .00
ELIGIBLE DUBF PTS:
=> 7.11 DUBF
7.11 @ 1.00 / dollar

SUBTOTAL 19.60
TOTAL TAX .00
TOTAL 19.60
CASH TENDER 19.60
CASH CHANGE .00

NUMBER OF ITEMS 4
Trx:16 Term:1 Store:1 11:49:13

Money Order/Transfer/Bill Pay, Clipper
Copy&Fax, Stamps, Phonecards, Lottery!
RETURNS ACCEPTED w/RECEIPT w/in 5 DAYS
MEATS/PRODUCE EXCHANGE ONLY w/in 24hrs

\$\$ DOUBLE UP \$\$
FOOD BUCKS EARNED ON
((CA GROWN PRODUCE))

See Eligible DUBF points on
receipt above. Use next time
for ANY fresh produce!

ONE-TIME USE (EXP 12/31/17)
* NO REFUNDS & NO CASH VALUE *

Loyalty card (potential)



EBT Integration (in the works...)



Results Years One and Two:

Incentive usage by CalFresh families

	Feb. – Dec. 2017	Jan. – Dec. 2018
Participating stores	3	5
Incentives Earned	\$143,000	\$168,386
Incentives Redeemed	\$85,000	\$96,000
Redemption Rate	59%	57%

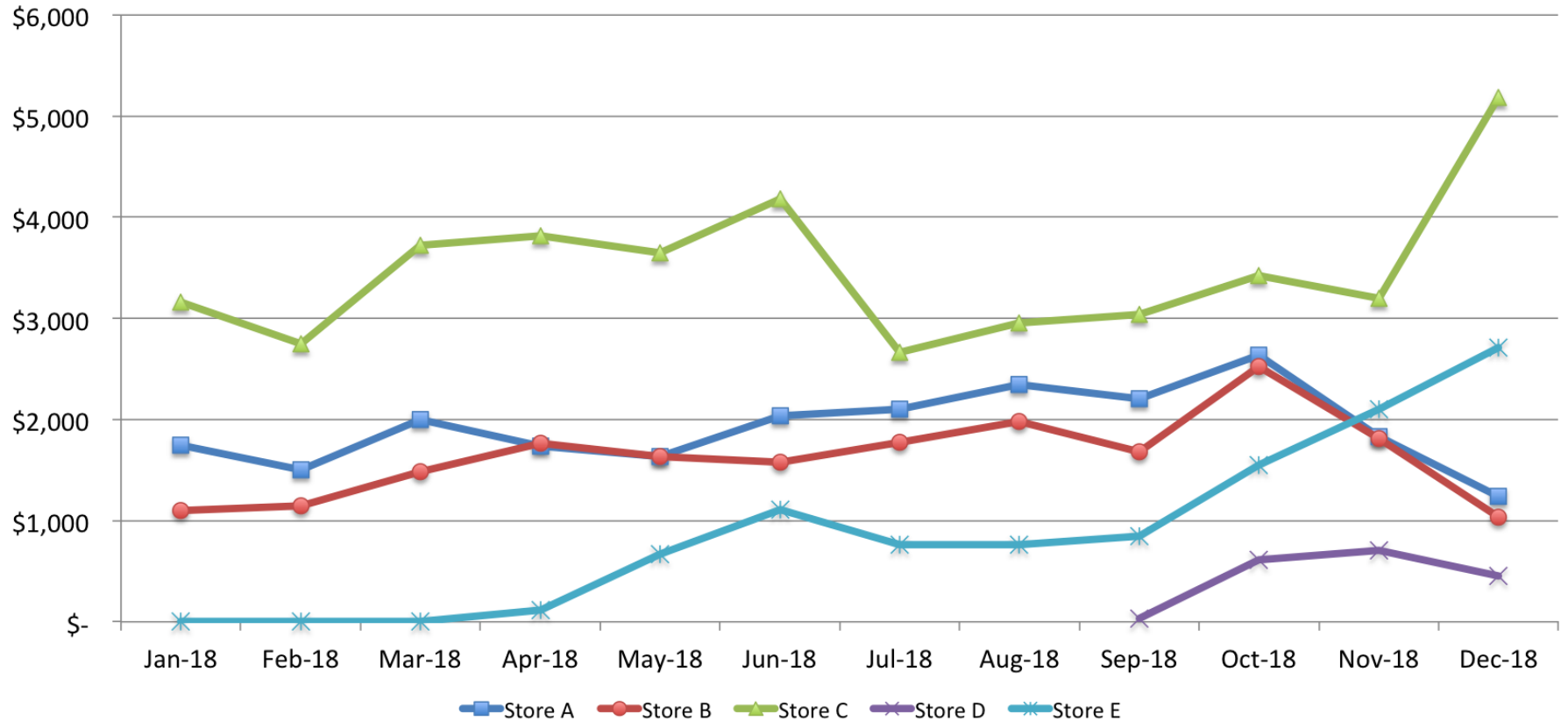
Program Reach (Feb. 2017 – Dec 2018)

	Received Coupons	Redeemed Coupons
Unique Households:	11,100	3,300
People*:	25,700 – 37,900	7,600 – 11,200
Children 0 - 5:	8,100	2,400
Children 6 - 18:	14,200	4,200

* Low-end estimates of people reached based on county average household size. Higher range estimate of people reached and estimates of children reached based on demographics from customer survey.

Incentive Redemption Varies by Store

DUFB Coupons Redeemed by Month in 2018- All Stores



Year 1 Results:

Revenue from Double Up Food Coupons

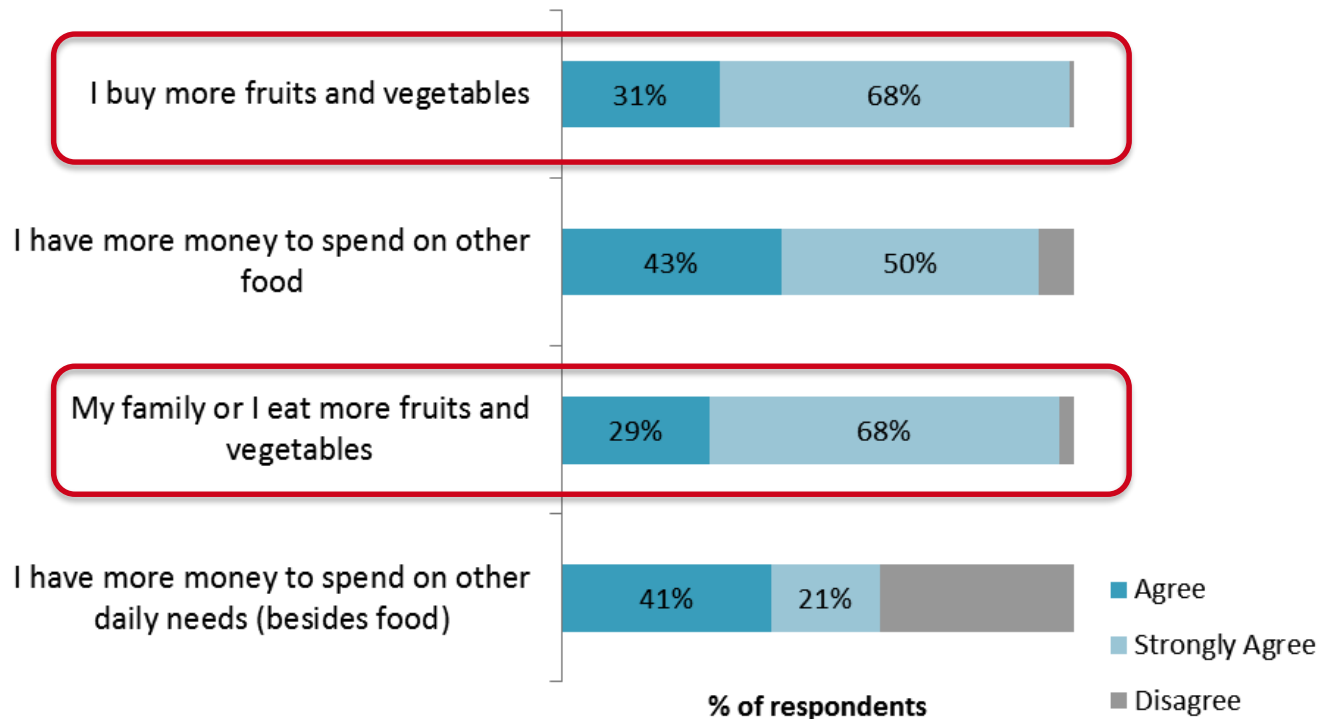
Mid-size grocery stores:

**\$1,000 - \$4,000
per month**

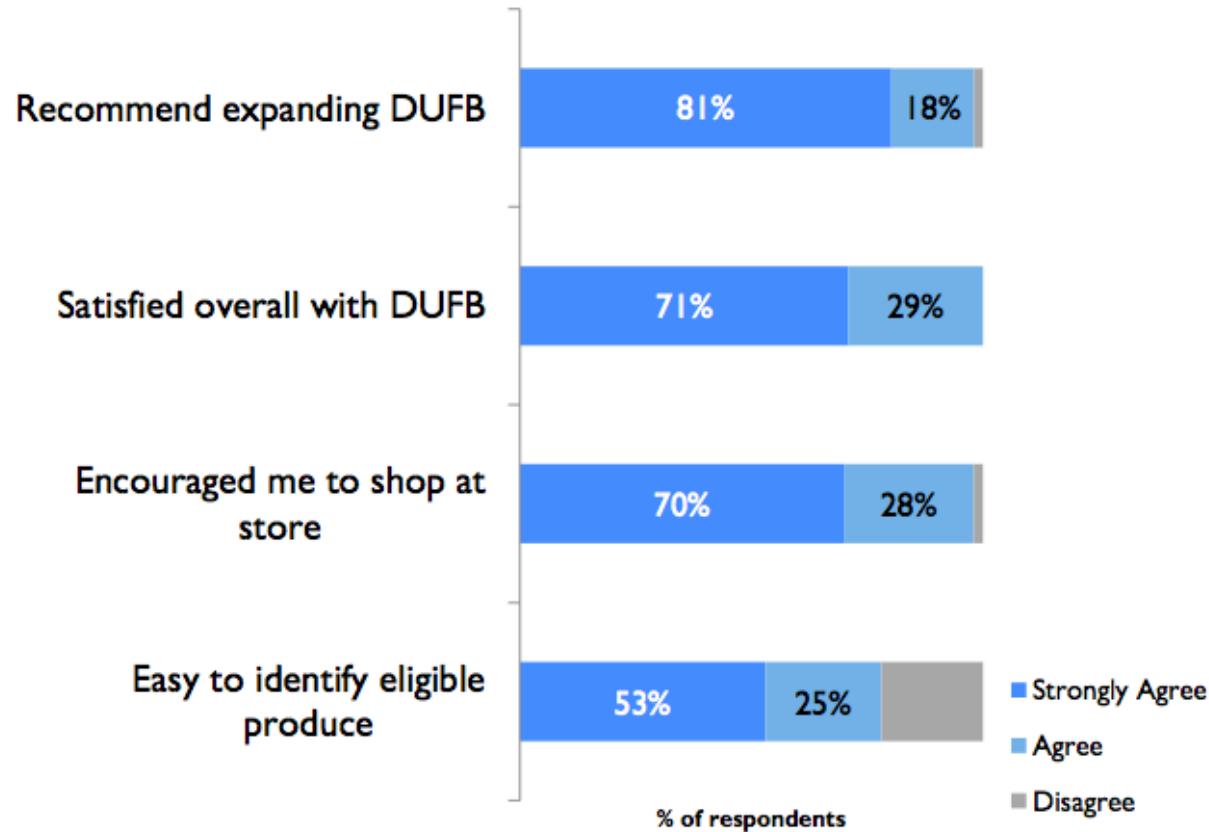
**Average Double Up Food Bucks CA
redemption, 2017-2018**

Double Up Food Bucks helps increase fruit and vegetable consumption and stretch food dollars

Figure 2. As a result of the DUFB program...



Double Up Food Bucks users want the program to continue and expand





www.DoubleUpCA.org



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